

DT02 Rec'd PCT/PTO 0 6 JAN 2005

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION OF)

Lowry)

SERIAL NO.: 10/711,749)

Group Art Unit: 3643

FILED: Oct. 1, 2004)

Examiner:

FOR: BASE FOR POST IN POST PRODUCT)
PACKAGING AND DISPLAY SYSTEM)

Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT
PURSUANT TO 37 CFR 1.97

Sir:

Submitted herewith on Form PTO/SB/08A is a listing of references known to applicant and/or his attorney in compliance with the requirements of 37 C.F.R. 1.56. A legible copy of each foreign reference is enclosed pursuant to 37 C.F.R. 1.98(a)(2).

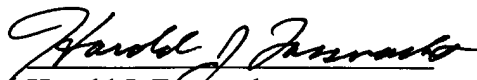
Pursuant to 37 CFR 1.98(a)(3)(i), the following is a concise explanation of the relevance of each foreign patent:

Japanese Patent No. JP10057204 discloses a merchandise display stand comprising a top shelf 6 and an intermediate shelf 14 connected by a back board 4 and pillar boards 13 and a lower cylindrical part 7 that can be used as a lower display rack. Like the present invention, the box-like lower display rack 7 serves to raise the shelves off the floor and provide a surface for graphics. Unlike the present invention, the lower display rack does not have a center base section that holds posts in place.

Japanese Patent No. JP10167253 discloses a display system for packaged products. The system comprises vertically spaced trays 2A (Fig. 6) and corner posts ("columns") 20 that fit within channels 12 integrally formed at the four corners of each tray 2A. The bottom tray in Figure 6 may be thought of as a box-like base. The base has integrally formed channels 12 for holding posts. However, Toshiyuki et al. does not disclose a post-in-post system nor a center base section that fits within the box-like base and holds posts in place.

Applicant seeks to have these references available in the record for both the Examiner and the public to see.

Respectfully submitted,



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Dated: January 3, 2005

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	10/711,749
Filing Date	10/01/2004
First Named Inventor	Lowry
Art Unit	3643
Examiner Name	
Attorney Docket Number	4297

Sheet	1	of	1
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U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ² Number ⁴ Kind Code ⁵ (if known)	MM-DD-YYYY			
		JP10057204	03/03/1998	Shuichi		
		JP10167253	06/23/1998	Toshiyuki et al		

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to office. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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